What is claimed is:

1. A computer program product including:

means for comparing a URL, title and/or content of an online site viewed by a user with a first index of keywords relating to a plurality of subject matter categories, to determine any subject matter categories to which the online site relates;

means for cross-referencing any determined subject matter categories with a second index of alternative online sites categorised by subject matter, in order to determine any alternative online sites in the same or similar category; and

means for displaying any determined alternative online sites to the user.

2. The computer program product of claim 1 wherein the first and second indexes are contained in a database remote from the computer program product.

3. The computer program product of claim 1 further including:

means for determining a geographic locality relating to the user; and

means for determining any alternative sites in the same or a proximate geographical locality to that relating to the user, so that the displaying means displays any of the determined alternative sites in the same or a similar subject matter category, that are also in the same or a proximate geographical locality.

4. The computer program product of claim 2 further including:

means for determining a geographic locality relating to the user; and

means for determining any alternative sites in the same or a proximate geographical locality to that relating to the user, so that the displaying means displays any of the determined alternative sites in the same or a similar subject matter category, that are also in the same or a proximate geographical locality.

5. A method of comparative advertising in an online environment including the steps of:

analysing an online site viewed by a user to identify subject matter;

3   displaying to the user information relating to alternative online sites with the same or
4 similar subject matter.

1   6.   The method of claim 5 further including the step of determining a geographical
2   locality relating to the user and only displaying alternative sites in the same or a
3   proximate geographical locality.

1   7.   The method of claim 6 wherein the geographical locality relating to the user is
2   determined by analysing the user's electronic address and/or the address of the online
3   site viewed by the user.

1   8.   The method of claim 5 wherein the analysis step is performed by analyzing the URL,
2   title and/or content of the online site.

1   9.   The method of claim 5 wherein the information displayed to the user includes
2   hyperlinks to the alternative online site(s).

1   10.   A method of comparative advertising in an online environment including the steps of:
2   analysing an online site viewed by a user to identify products advertised on the site;
3   displaying to the user information relating to competing products on alternative online
4 sites.

1   11.   The method of claim 10 wherein the analysis step is performed by analyzing the URL,
2   title and/or content of the online site.

1   12.   The method of claim 9 wherein the information displayed to the user includes
2   hyperlinks to the alternative online site(s).

1   13.   The method of claim 10 wherein the displayed information includes a price of the
2   competing product(s).

14. The method of claim 13 further including the steps of:

determining whether the competing product price is less than the price of the identified product on the online site viewed by the user, and

   (i)   if less, displaying the competing product price to the user; or

   (ii)   if not less, ascertaining a best price relating to the competing product and displaying the best price to the user or a value in-between.

15. A method of conducting a commercial transaction in an online environment including the steps of:

extracting a user's personal, credit and/or delivery details from a storage means on the user's online device; and

sending these details to the merchant automatically when the user initiates a purchase request.

16. A message retrieval and/or transmission system usable with any online network communication device including:

reading means for ascertaining a hostname associated with one or more online account addresses;

processor means for determining a server address associated with each hostname, such that the communication means is adapted to perform the following procedures:

   (i)   determine one or more possible server name addresses; and sequentially attempt communication with the one or more possible server name addresses until a communication is established or communication with all possible server name addresses has been attempted;

   (ii)   perform an MX Lookup to activate an automated mail host IP response relating to the hostname and if successful, ascertain the server address;

   (iii) scan IP addresses related to the hostname by incrementing and/or decrementing the hostname address;

such that these procedures are performed sequentially until a server address is ascertained; and

communication means for communicating with the determined server address to remotely retrieve information stored at the account address and/or send information thereto.

1   17.   A method of remotely retrieving and/or transmitting information from one or more

2   online account addresses including:

3   (a)   ascertaining a hostname relating to each online account address;

4   (b)   for each hostname, determining a server address associated therewith by

5   performing one of the following procedures:

6   (i)   determining one or more possible server name addresses; and

7   (ii)   sequentially attempting communication with the one or more possible

8   server name addresses until a communication is established or

9   communication with all possible server name addresses has been

10   attempted;

11   (ii)   performing an MX Lookup to activate an automated mail host IP

12   response relating to the hostname and if successful, ascertaining the

13   server address;

14   (iii)   scanning IP addresses related to the hostname by incrementing and/or

15   decrementing the hostname address;

16   (c)   repeating step (b) until the server address is ascertained such that no procedure

17   is repeated for a particular address; and

18   (d)   communicating with the determined server address to remotely retrieve

19   information stored at the user's account address and/or send information

20   thereto.

1   18.   A computer program product usable with an Internet browser for locating an online

2   site when non-US ASCII characters are input into the browser, the computer program

3   product including:

4   monitoring means for intercepting a message relating to a non-compliant term, such

5   that the non-compliant term includes non-US ASCII characters;

6   processing means for analysing the intercepted message to ascertain a string

7   identifying the non-compliant term;

8   search means for querying a database of strings relating to non-compliant terms and

9   associated online sites, to find a match for the string identifying the non-compliant term;

10   if a match is found, directing the user to the matched online site.

1   19.   The computer program product of claim 18 wherein the database is remote from the
2   computer program product.

1   20.   The computer program product of claim 18 wherein the monitoring means monitors
2   an input address error message field in order to intercept the non-compliant term.

1   21.   The computer program product of claim 19 wherein the monitoring means monitors
2   an input address error message field in order to intercept the non-compliant term.

1   22.   A method of operating an Internet browser in order to locate an online site when non-
2   US ASCII characters are input into the browser including the step of:
3   configuring the Internet browser to automatically refer to a reference site when an
4   error message relating to a non-compliant term is generated, such that a matching process is
5   performed at the reference site in order to determine an online site corresponding to the non-
6   compliant term.

1   23.   The method of claim 22 wherein the determined online site is accessed and displayed
2   to a user.

1   24.   A method of transmogrifying at least a portion of content contained on a page of an
2   originating site to a beneficiary site, including the steps of:
3   storing the originating site address, start and end point markers and a specific address
4   point assigned to a particular cell which refers to the content to be transmogrified;
5   opening the originating site;
6   assigning the stored address points to the relevant sections of the originating site page;
7   scanning the page for the specific address point;
8   scanning the page from the specific address point to locate the start and end points;
9   copying the content between the start and end points into a file for transferal to the
10   beneficiary site.

1   25.   The method of claim 24 further including the step of processing the content in the file

2   to insert and/or alter specific HTML tags in accordance with the target appearance of

3   the beneficiary site.

1   26.   The method of claim 25 such that the transmogrification is undertaken periodically to

2   update the content of the beneficiary site.

1   27.   A method of classifying content on a webpage in order to allow transmogrification of

2   at least a portion of the classified content to a beneficiary site, including the steps of:

3   generating a sequence list of address points within the webpage;

4   ascertaining the address points which correspond to the target content to be

5   transmogrified;

6   selecting a start and end point for the target content;

7   selecting a specific address point relating to the target content;

8   storing the webpage address, the start and end points and the specific address point for

9   use in periodically transmogrifying the target content to the beneficiary site.

1   28.   The method of claim 27 wherein the address points are ascertained by analysing the

2   structure of the originating site.

1   29.   The method of claim 28 wherein the analysis process includes the following steps:

2   scanning the page for table, table row, table data and for element HTML tags;

3   when table tags are located, assigning a hierarchical address point based on the

4   position of the table within the page;

5   when table row and table data element tags are located, assigning each cell with an

6   address point; and

7   when form element tags are located, assigning each form with an address point.

1   30.   The method of claim 29 wherein the step of assigning hierarchical table address

2   points includes the steps of:

3   assigning each top level table a consecutive number;

4   scanning each top level table for secondary tables within that table;

5   assigning each secondary table located a unique address point;

6   repeating the table scanning and address point assigning steps for each additional sub-

7   table located.

1   31.   The method of claim 30 wherein the unique table address point is based on the top

2   level table number concatenated with the sequence number of the one or more

3   additional tables.

32.   The method of claim 29 wherein the cell address points are based upon the table

       address point in which the cell resides combined with the sequence number of the

       table row and data elements.

33.   The method of claim 29 wherein the form address points are based on the table

       address point in which the form resides combined with the sequence number and the

       form element type.